

4845 Ronson Court • San Diego, CA 92111-1803

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The San Diego REALTOR®

THE TRUSTED VOICE OF SAN DIEGO REAL ESTATE

What's Happening at SDAR • August 2012

Real Estate Summit is Sept. 7 Unlock Your Success!



The 4th Annual Regional Real Estate Summit hosted by the San Diego Association of REALTORS® is your key to unlocking success in today's real estate economy.

The Summit is Friday, September 7, at the Town and Country Resort and Convention Center in Mission Valley. Arrive at 10:30 a.m. for a trade show and networking prior to the Summit which begins at 12:00 noon.

SDAR members are also invited to attend the Member Appreciation and Annual Meeting starting at 10am, see accompanying article or visit SDAR.com/Appreciation for more information or to register for Member Appreciation Day.

At the Summit you'll become better informed about the economic state of real estate and how this can affect

your industry and your business. Gain insight from respected industry experts about market trends and forecasts to allow you to pilot your business in the ever changing market.

Register at SDAR.com/Summit or by calling (858) 715-8000. The cost is \$29 for SDAR members (\$19 for SDAR REALTOR®Plus members), and \$39 for non-members. Tables of 10 are available for \$225, and Premium tables of 10 with preferred seating are \$425.

The Summit features leading economists that will decode the real estate market from the local, state and national perspectives. Guest speakers include:

Gary H. London,
President of The London Group

In practice as an analyst and strategic advisor for four decades, Mr. London is well-known throughout the U.S. as a counsel to many of the nation's largest investors, lenders and practitioners. The London Group Realty Advisors is a diversified real estate strategic advisory, development management, investment, capital access and analysis firm whose clients include investors, developers, lenders and public agencies.

Leslie Appleton-Young

VP and Chief Economist for the California Association of REALTORS®

Appleton-Young directs the activities of the Association's Member Information Group. She oversees the analysis of housing market and brokerage industry trends, member communications, and membership development activities. She is also closely involved in the C.A.R.'s strategic planning efforts and is a well-known speaker in California's real estate community.

Lawrence Yun

Chief Economist and Sr. VP of Research for the National Association of REALTORS®

Dr. Yun has been with NAR since 2000. He writes regular columns on real estate market trends, creates NAR's forecasts, and participates in many economic forecasting panels. He regularly appears on CNBC, BBC and Bloomberg TV and is a frequent speaker at real estate conferences throughout the United States. USA Today recently listed him among the top 10 economic forecasters in the country.

Attend Member Appreciation Day Precedes Sept. 7 Summit (Free - For Members Only)

SDAR members are cordially invited to attend Member Appreciation Day and the Annual Meeting – a FREE special event for members only. Member Appreciation takes place the morning of Friday, September 7, at the Town and Country Resort in Mission Valley, prior to the Regional Real Estate Summit (see accompanying article).

To show our appreciation, members are asked to join us at 10:00 a.m. for a continental breakfast, followed by a trade show, networking, plus giveaways and gifts. Also on the schedule are the Annual Meeting at which the results of the election of 2013 SDAR leadership will be announced.

Although the event is free, we do ask you to register in advance at SDAR.com/Appreciation or by calling (858) 715-8000.

Then we hope you'll stay for the Real Estate Summit starting at 12:00 noon. (Registration for the summit is separate – visit SDAR.com/Summit.)

SDAR looks forward to have the chance to thank you for choosing us to be your association.

THE LEADERSHIP OF YOUR ASSOCIATION SDAR Election Guide for 2013 Officers, Directors and Bylaws Amendments



Cast your vote for 2013 SDAR Leadership and Bylaw Amendments Monday, August 20, at 8:00 a.m. through Thursday, August 30, at 5:00 p.m.

Candidates are running for the officer positions of President-Elect, Vice President, and Treasurer, as well as 10 Director positions.

Turn to pages 5-7 and 11 for a complete Candidate Guide. Candidate names are listed in the order of a drawing conducted by the SDAR Nominating/Election Chair and in accordance with procedures defined in SDAR's Administrative Election Procedures. To see important Bylaw Amendments, see below.

Eligible SDAR REALTOR® members will receive an e-ballot with voting instructions from Internet Crusade. Please visit

SDAR.com/Election for more information.

If you have technical problems casting your vote during the voting period, call SDAR's Election Hotline at (858) 715-8054, Monday through Friday, 8:00 a.m. to 5:00 p.m. (PDT). Note: New members must have attended new member orientation by July 9, 2012, in order to be eligible to vote in this election.

The election results will be posted at SDAR's main office and at SDAR.com/Election on September 4. The results will be announced at the Member Appreciation Day and Annual Meeting on September 7 at the Town and Country Resort in Mission Valley (prior to the Regional Real Estate Summit).

BYLAWS BALLOT

1. To change Article XI. Directors and Officers, Section 1. Directors, K. Quorum,

as follows: "...Every act or decision done or made by a majority of the Directors present at a meeting duly held at which a quorum is present shall be regarded as the act of the Board of Directors, unless a greater number be required by the Board of Directors, required by law or required by Articles of Incorporation. A two-thirds (2/3) majority shall be required for the Directors to endorse a political candidate or a public issue." (NOTE: The above amendment change clarifies the Board of Directors requirement for a two-thirds (2/3) majority vote)

2. To change the name of the San Diego Association of REALTORS® to Greater San Diego Association of REALTORS®. (NOTE: The change of name will more fully reflect the membership size and area of San Diego serviced by the Association.)



PRESIDENT'S PERSPECTIVE

increase in available inventory this month for the first time since January.

I have been excited to be in the media spotlight over the past several months with interviews by TV, radio, and print media. The intent of our media outreach is to create a positive buzz and create movement in the real estate market and therefore business for our members.

SDAR recognizes that the media is one of our most important allies in the effort to raise awareness about the state of the housing market. For this

reason, we strive to generate accurate, insightful and informative media coverage that will resonate with homeowners and potential homeowners. SDAR.com, social media (Facebook and Twitter), our media release and fact sheets provide accurate and timely information on the economic conditions and housing statistics that contribute to the real estate industry.

Next time you tune into the nightly news, keep an eye out for me reporting on the real estate industry. Also be

sure to read my monthly column in the San Diego Union-Tribune; July's topic is "7 tips for people selling their homes." To be notified and keep informed of the current statistics be sure to follow SDAR on Twitter and like us on Facebook.

I encourage everyone to attend SDAR's Member Appreciation and Annual Meeting on Friday, September 7. Join us for a continental breakfast, election results announcement, networking with fellow colleagues, trade show, giveaways, and gifts!

At the 4th Annual Regional Real Estate Summit also on Friday, September 7, hear respected industry experts will put the state and regional real estate economy in focus, and give you insight into trends for the near future. For more information or to register visit www.sdar.com/Summit.

Key statistics from July housing data indicate that total sales for both detached and attached properties increased more than 5% since June, while year-over-year total sold listings in July increased 16.7% for detached and 3.2% percent for attached properties. The median home sales price in July increased 1.3% for detached and 4.4% percent for attached properties compared to June. Turn to the center pages for a full breakdown of the July statistics.

I'll be checking in with you next month to keep you informed about the latest news from your association.

Sincerely,

Donna Sanfilippo

Member Appreciation Day & Annual Meeting

SDAR thanks our members and cordially invites them to attend *Member Appreciation Day & Annual Meeting* – A FREE special event for members only.

To show our appreciation, please join us for:

- CONTINENTAL BREAKFAST ► NETWORKING
- 2013 ELECTION RESULTS ► GIVEAWAYS & GIFTS!
- TRADE SHOW

FRIDAY, SEPTEMBER 7, 2012

Town and Country Resort & Convention Center

500 Hotel Circle N, San Diego, CA 92108

10:00 am - 11:00 am Registration & Continental Breakfast

10:00 am - 12:00 pm Trade Show and Networking

11:00 am - 11:45 am Annual Meeting



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The San Diego REALTOR®

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2012 Officers

- Donna Sanfilippo, GRI - President
- Linda Lee, CPA, PFS, e-PRO, GRI, RMS - President-Elect
- Leslie Kilpatrick - Vice President
- Glenn Bennett - Treasurer
- Robert Kevane - Immediate Past President
- Mark M. Marquez - Immediate Past President
- Michael T. Mercurio, Esq. - Chief Executive Officer

2012 Directors

- Chris Anderson, RMS, SFR, GRI
- Kevin Burke, e-PRO, ABR
- Edith Broyles, CRS, PMN, e-PRO, CNS, SFR
- David Cabot
- Karla Cohn, CRS, TRC, CIPS
- Barbara DuDeck, GRI, CRS, RMS, QSC, SFR
- Gerri-Lynn Fives, ABR, CIPS, CRS, GRI, RSPS, TRC
- Steven Fraioli, ABR, GRI, SRES, CNE
- Roger Holtsclaw, GRI
- Vicki Mahanna Campbell, e-PRO, SFR
- Rob McNelis, SRES
- Mary Mitchell, CRS, SRES, e-PRO, CIPS
- Angela Ordway, ABR, e-PRO
- Vernice Ross, GRI, RMS
- Cory Shepard
- Ed Smith, Jr., ABR, SRES, CPM, SFR
- Richard Snyder, CPM
- Michael Spilger, Esq.
- Jim Taylor
- Fiona Theseira, ABR, CDPE, CRS, e-PRO, GRI, PMN, SFR
- Brian Westre, CRS, SRES, e-PRO

Honorary Directors

Robert Lowry Smith

Production Staff

- Dana Varga - Interim Managing Editor
- David Pedersen - Communications Coordinator
- Carrie Burazin - Marketing Coordinator
- Foley Publications - Design & Art Direction
- Neil Dulay - Multimedia Content Producer

SDAR Staff

Executive

- Michael T. Mercurio - Chief Executive Officer
- Catherine Smiley Jones - Chief Operations Officer

Accounting

- David Kvendru - Chief Financial Officer

Marketing & Communications

- Dana Varga - Interim Director

Government Affairs

- Jordan Marks - Director of Government Affairs

Information Technology

- Jesse LaDue - Director of Information Technology

Member Services & Education

- Shirley Carroll - Director of Education
- Joseph Chargualaf - Regional Outreach Manager

Risk Management

- Kate Speir - Vice President of Risk Management

Service Center

- Janet Chenier - Retail Director

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San Diego REALTOR® (ISSN 1096-8210; USPS 479-460) is the official publication of the San Diego Association of REALTORS®, which is affiliated with the National Association of REALTORS® and the California Association of REALTORS®.

San Diego REALTOR® is published monthly. Member subscription rate, included in dues, is \$6 annually. Periodicals postage paid in San Diego, CA. POSTMASTER: Send address changes to San Diego REALTOR®, 4845 Ronson Court, San Diego, CA 92111. Telephone: (858) 715-8000.

All copy for publication should be mailed to the Editor, San Diego REALTOR®, 4845 Ronson Court, San Diego, CA 92111, by the 20th of the month preceding the month of publication. All copy is subject to editorial approval.

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BOARD OF DIRECTORS HIGHLIGHTS OF JULY 2012 MINUTES

President's Report: Donna Sanfilippo reported on the association's political activities surrounding the primary election and the event held by the Housing Opportunities Committee and Housing Collaborative to assist homeowners with loan modifications and short sales. The president will be appointing a task force to create a subsidiary to create revenue.

Chief Executive Officer's Report: Mike Mercurio reported that SDAR is creating a Google website dashboard, and that marketing is being conducted to encourage members to move to Google Apps.

Committee Business: Upon recommendation of the Government Affairs Committee, the Board of Directors unanimously supported the following positions:

- Community-based general plans that provide for adequate housing and essential infrastructure to meet the needs of projected demographics and population growth without undue regulation.
- The use of companion units
- The position that historic preservation should be structured in a simple, straightforward manner that does not burden the transfer of property
- The position that inclusionary zoning programs should be voluntary and incentive-based.

Upon recommendation of the Government Affairs Committee, the Board of Directors unanimously

opposed impact fees that unnecessarily restrict development, the increase housing costs, and that are not utilized efficiently and for their intended purpose.

Upon recommendation of the C.A.R./NAR Leadership Committee, the Board of Directors approved the following members to serve as 2013 C.A.R. Directors: Donna Sanfilippo/Regional Chair; Linda Lee/Assistant Regional Chair; Chris Anderson, Glenn Bennett, Raylene Brundage, Kevin Burke, David Cabot, Barbara DuDeck, Gerri-Lynn Fives, David Gillingham, Roger Holtsclaw, Bob Kevane, Leslie Kilpatrick, Mark Marquez, Susan Marshall, Marjorie McLaughlin, Rob McNelis, Angela Ordway, Dianne Rath, Vernice Ross, Cory Shepard, Ed Smith, Jr., Rick Snyder, Fiona Theseira, Ann Throckmorton, Erik Weichelt, Brian Westre, Roni Telmosse, Matt Giacalone, plus three representatives as designated by the Coronado Association.

Upon recommendation of the C.A.R./NAR Leadership Committee, the Board of Directors approved a motion that in order to be a C.A.R./NAR Director funded by SDAR, one must be a full primary member through the full term of directorship. This will become effective January 1, 2013.

Upon recommendation of the Nominating/Election Committee, the Board of Directors approved a motion that to be an officer or director of SDAR, a chair or vice chair of any SDAR committee, the member must be a primary member of SDAR.

FROM THE DESK OF THE CEO

It is encouraging to continue to see positive numbers in the San Diego housing market, and as our industry turns the corner, SDAR is committed to providing its members with the resources and tools, education, and networking opportunities real estate professionals need to succeed in business.

I am proud to announce that SDAR's presence and interviews in the media have increased 250% over last year at this time. Our continued efforts provide the media with timely and accurate information designed to fuel the real estate market. Our spokesperson for SDAR, Donna Sanfilippo, has been interviewed by TV, radio and newspaper several times each week and as many as three times in one day! You may have seen her many TV appearances on Fox News, KUSI and NBC. She is also authoring a monthly column in the San Diego Union-Tribune. These efforts are resulting in further establishing SDAR as the "trusted voice in San Diego Real Estate."

SDAR members are cordially invited to the 2012 Member Appreciation Day & Annual Meeting on September 7. Join SDAR for a continental breakfast, election results announcement, networking with fellow colleagues, trade show, giveaways, and gifts! Visit www.sdar.com/Appreciation for more information and to register.

Also on September 7 is the 4th Annual Regional Real Estate Summit. The Summit features speakers that will guide you through the economic conditions in San Diego, California and the United States. These experts will be discussing market trends and forecasts to allow you to pilot your business in the ever changing economic market. Visit www.sdar.com/Summit for more information and to register.



MICHAEL T. MERCURIO

We are honored to have these distinguished speakers:

- Gary London, President of The London Group
- Leslie Appleton-Young, VP and Chief Economist for C.A.R.
- Lawrence Yun, Chief Economist and Sr. VP of Research for NAR

Save the date of Thursday, December 6, for the 2012 Holiday House Celebration. SDAR's members will be filling a house with a variety of goods that will be donated to charities benefiting San Diego's community. Visit www.sdar.com/HolidayHouse to host a drop off location, donate, volunteer or learn more.

As always, SDAR thanks you for your membership and appreciates the opportunity to be your partner in success.

Sincerely,

Michael Mercurio

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JULY REALTOR® APPLICANTS

The following people have applied for membership in the San Diego Association of REALTORS®. Any objections to the admittance should be addressed in writing to the San Diego Association of REALTORS®, P.O. BOX 85586, San Diego, CA, 92186-5586.

Designated REALTORS®

Vanessa Brumer - Vanessa W. Brumer
 Frederick Clarey - Frederick J. Clarey
 Sylvia Costello - South Classic Properties
 Tammy Cruz - Eagle Equity Realty & Property Mgmt.
 Marc Doyle - Cassidy Turley BRE Commercial
 Charles Eusey - Charles J. Eusey
 Brian Ko - Brian Ko
 Michael Marshall - Michael S. Marshall
 John Newton - John Newton
 Kelly Ralston - Ralston Real Estate Company
 Joseph Sanchez - Joseph Sanchez
 Nehal Wadhwa - Nehal Vakil Wadhwa
 James Weaver - James C. Weaver

REALTORS®

Elizabeth Abercrombie - Real Living Napolitano R.E.
 Rayshon Adams - ZipRealty, Inc.
 Denise Adler - Willis Allen Real Estate
 Sasan Amini - CBN Real Estate Executives
 Pablo Becerril - Phillips Realty and Mgmt., Inc.
 Shannon Benjamin - Keller Williams SD Central Coastal
 Kevin Brenden - Coronado Cays Realty
 Scott Buckley - Intero Real Estate Services
 Susan Carrillo - Tidal Realty
 Lisa Cesari - Pacific Shore Platinum
 Sean Chapel - Middleton & Associates
 Fei Chen - Kare Corp., Inc.
 Sean Collins - RE/MAX Pacific
 Laura Cox - Quality First Real Estate
 Laura Crewse - Pacific Sotheby's Int'l Realty
 Jennifer Crosby - Real Estate EBroker, Inc.
 Jo-Ann Dilay - Home Smart Real Estate
 Suzanne Drace - Keller Williams SD Metro

Mila Duave - Millennium Real Estate Group
 Tipa E - Tidal Realty
 Drew Efimoff - LivingSD Real Estate
 Sarah Engel - Owen Properties
 Vicente Enriquez - Keller Williams SD Metro
 JoAnn Escalera - RE/MAX Destination
 Michael Essrig - Offices of Vincent Renda
 Debra Fares - ParaCapital Group
 Abelardo Foglio - Prudential California Realty
 Aran Fontaine - Mission Realty Group
 Daniel Foshay - Big Block Realty, Inc.
 Thomas Fritz - Huntley Estates
 Tami Fuller - Ascent Real Estate, Inc.
 Andrew Gast - Century 21 Award
 Anthony Graham - Academy Properties
 Donna Greenberg - Realty Consulting
 Victor Guadarrama - Coldwell Banker West
 Maureen Hanley - Ascent Real Estate, Inc.
 Candace Higgins - Coldwell Banker Residential
 Margot Jahn - Pacific Sotheby's Int'l Realty
 Scott Jay - Pacific Sotheby's Int'l Realty
 Kalisha Jones - Stonegate Realty & Mortgage
 Sylvia Kellogg - Prudential California Realty
 Ginny Kinzel - Prudential California Realty
 Danielle Kootchick - Homes by Housewives
 Ajit Kumar Realty Executives
 Olga Lemeni - Abamex P & I
 Ami LeWallen - South Coast Real Estate Group
 Danmei Li - Top Notch Realty, Inc.
 Rita Lisa - Pacific Sotheby's Int'l Realty
 Lisa Manuccia - Mavrix Real Estate, Inc.
 Linda Markey - RE/MAX Solutions
 Daniel Markley - Keller Williams SD North Inland
 Chad Martin - Prudential California Realty
 Spencer McCaffrey - eCLOUDbroker-Trident Group
 Maureen McCommon - Middleton & Associates
 Linda McDowell - Ross & Ross Realty
 Randa Mishlawi - First Rate, Inc.
 Tony Mitchell - Burke Real Estate Consultants
 Rosemary Murrieta - Prudential California Realty

Cynthia Nally - Weichert REALTORS®, Elite
 Cuong Nguyen - Thaidan Corp.
 Renee Oral - Masterpiece Realty Associates
 Barbara Page - Jolley Real Estate
 Arthur Perera - Prudential CA Realty-Village
 Kelsey Peters - The JR Phillips Group
 Jane Quirk - Distinctive Properties
 Nathan Robinson - Allison James Estates & Homes
 Ana Rodriguez - Pacific Sotheby's Int'l Realty
 Rashard Scott - Keller Williams SD Cen Coastal
 Kathryn Shannon - Mission Valley Realty & Loan
 Christopher Siedenburg - Apartment Consultants, Inc.
 Nancy Souvannarath - Century 21 1st Choice Realty
 Aric Starck - Cassidy Turley BRE Commercial
 Ashley Swallow - Pacific Sotheby's Int'l Realty
 Kim Tang - Burke Real Estate Consultants
 Amber Tannehill - Keller Williams Realty
 Lynn Tilker - Shera Realty Co.
 Briana Tomczak - Prudential California Realty
 Nghi Tran - American Dreams Real Estate
 Justin Van De Pitte - Instaclose R.E. Enterprises
 Romalea Vinluan - Katcam Real Estate
 Samith Vuong - Coldwell Banker Res. Brokerage
 Lorna Weiss - Real Living Lifestyles
 Matthew Welch - Genesis Realty
 Dorothy Willingham - ColRich California Realty, Inc.
 David Woods - JVD Realty, Inc.
 Salvatore Zimmitti - SVN Finest City Commercial

Secondary Members

DESIGNATED REALTORS®

Suzanne Giannella - Cambridge Investments, Inc.
 Alex Lieberman - Alex Lieberman, Broker
 Scott Timberlake - Realty Trust

REALTORS®

Rudolph Blaw - Real Estate EBroker, Inc.
 Judith Jessup - Century 21 Award



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NMLS ID 519190



Doc Spaulding
858-750-9110
Sales Manager
NMLS ID 657535



Josh Lander
619-602-1587
Sales Manager
NMLS ID 766437



Brian Fraser
714-488-2245
Sales Manager
NMLS ID 653793



David Gaylord
949-939-6011
Sales Manager
NMLS ID 257383



George Radlick
760-579-1998
NMLS ID 681674



Joel Berman
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NMLS ID 653795



Carol Krock
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NMLS ID 284599



Jane Jones
760-944-9999
NMLS ID 320703



Manny Cien
619-277-3431
NMLS ID 664734



Mark Joplin
619-368-1294
NMLS ID 653792



Kathy Trolinger
619-208-0460
NMLS ID 662177



Randy Nathan
619-471-1789
NMLS ID 675056



Dreema Brown
619-890-3037
NMLS ID 512330



Hany Girgis
714-709-3506
NMLS ID 871041



J. Horacio Herrera
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CANDIDATE FOR PRESIDENT-ELECT

LESLIE KILPATRICK

(Board Approved)
Broker-Associate
Willis Allen Real Estate
(Residential Real Estate)
www.LeslieKilpatrick.com



Why do you seek this position?

A member since 1979, I am currently serving as SDAR Vice President attending caravans, conferences and events all over the county. I provide frequent updates about the work we are doing at SDAR to preserve private property rights and protect the business interests of REALTORS®. More than speak, I have listened. I understand the issues we are facing in the market. I spend a good portion of each day problem solving and keeping transactions together. Our business is unique; we compete yet must cooperate with each other in order to be successful. A national conversation is taking place right now about our values, priorities and future. REALTORS® must come together as the unified, powerful, persistent and positive champions of home ownership and private property rights. SDAR is the largest trade association in San Diego; with vision, passion and dedication we will make a difference to our community.

What skills and experience do you bring to this position?

My years as a working REALTOR®, perspective gained from managing offices and volunteer service have honed my leadership skills. Experience and past accomplishments are no longer enough. We must remain open-minded, current, enthusiastic and engaged. It is time to empower the next generation of leadership and foster innovation greeting each day with energy, joy and passion for the work that lies ahead.

- REALTOR® since 1979, real estate broker since 1981
- 25 years in residential, multi-family and commercial sales
- Manager of San Diego and Coronado Willis Allen Real Estate offices since 2005
- SDAR 2009 Office Manager of the Year – "In recognition of your cooperation, ethics, integrity, community service and service to this Association and the entire real estate industry."
- SDAR 2010 Grievance Committee Chair
- Sandicor Rules Committee Member 2010 – 2011
- 2012 SDAR Vice President – Professional Standards Committee, Professional Standards Executive Committee, Budget & Assets Committee, Executive Committee, Website Task Force, Strategic Planning Committee, MLS Task Force
- 2012 C.A.R. Director – Professional Standards Committee, MLS Computer/ Business Technology Committee, Legislative Committee, Risk Management Forum, Short Sale Compensation Working Group

- NAR RPAC Sterling "R"
- C.A.R. Golden "R"
- Women's Council of REALTORS®
- Coronado Real Estate Association
- REBA, La Jolla

What do you see as the key issues and challenges in the industry?

The mortgage interest deduction is at risk, the thirty year loan is in question, and lending has become more restrictive and plagued by appraisal issues. Point-of-sale mandates, increased fees on real estate transactions and low inventory are cause for concern. We must be vigilant in protecting ourselves as independent contractors from increased taxation. Large web based information services often present a confusing and inaccurate picture of the market to consumers. Short sales and foreclosures are not only challenging, they leave in their wake an entire population of San Diegans who need our help to return to the market. The potential sunset of the Mortgage Forgiveness Debt Act is a grave danger to our economic recovery. Information is everywhere, knowledge and an understanding of how to best interpret and act upon it is our strength; we must clearly communicate that.

What effect has your SDAR membership had on your career, and what will you do to make SDAR more effective for members?

SDAR has provided me professional support throughout my career. My recent involvement in leadership has afforded me the opportunity to work alongside bright, creative people who share a deep commitment to our mission. As part of our website task force, I am excited about how the new SDAR website, dashboard and strategic partnership with Google enable control of technology so we can sell more property. I will work to improve our MLS developing the finest user-friendly tools and apps. A fiscal conservative, I will keep expenses down and dues low. I will articulate our commitment to home ownership and private property rights to our community, government and the media. I work well with my current colleagues, will turn to past leadership for

insights and ideas and proactively identify, include and encourage emerging leaders. We will have a good time and a few laughs along the way. I'm optimistic. Together, we can do anything. Send your comments and suggestions to me at www.LeslieKilpatrick.com.

Coaching my 11 year old son who is very involved in youth sports has been a true highlight of my life. The future is our youth, I encourage all around me to spend time with a child. The reward is priceless.

What do you see as the key issues and challenges in the industry?

Our near-term challenges will continue to be a severe shortage of inventory and the lack of move-up buyers. Another very critical challenge is the control of our information by those outside our industry who want to manipulate and sell it back to us. Our approach to both issues will need to be addressed for the benefit of our members and clients.

Also, when many in our industry are experiencing setbacks and challenges they never could have envisioned four or five years ago, our leadership at the State and National levels is posturing to raise our fees. My commitment to you, is to challenge any new or increase in fees and to be a good steward of the fees we do collect.

What effect has your SDAR membership had on your career, and what will you do to make SDAR more effective for members?

We are so lucky to live in San Diego and be part of one of the largest Association of REALTORS® in the nation. SDAR has given me the opportunity to meet other professional REALTORS® all over San Diego County, state, and country. Exchanging ideas, information, and client leads helps one grow and see beyond the obvious. SDAR has built a solid foundation through good leadership and the hard work of dedicated volunteers and staff. For example, the Risk Management department is by far one of the most progressive in the country and well ahead of most. We are looked upon as a source for information and ideas.

If elected, I would be honored to carry that torch. Please vote Bruce Bourdon President-Elect 2013. Thank you.

*Candidate by Petition



Why do you seek this position?

A REALTOR® since 1988 and a continuous volunteer nearly all that time except during a brief recall to active duty following 9/11, I've experienced several market swings. My experience and passion to my industry has placed me at the right place at the right time to lead our association during a recovery from one of the most challenging and difficult real estate markets in San Diego history.

What skills and experience do you bring to this position?

Volunteering at SDAR since 1990 my experience includes REALTOR® Attorney Committee (chair), Grievance Committee (chair), Events Committee (chair), EVP Task Force Committee, Professional Standards Committee (chair), Budget & Finance, Information Technology Committee, Strategic Planning (several times), SANDICOR Board of Directors (SDAR representative), C.A.R. Board of Directors (past 5 years), SDAR Board of Directors (three times), and Vice President of SDAR. The breadth of my SDAR, SANDICOR and C.A.R. experience positions me well to serve and lead our association.

I served in the United States Navy for 30 years operating in small special ops teams. Those who know me know I have integrity and will work tirelessly to achieve the objective. My balance comes from my family, where I spend my off time with my wife and son.

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The San Diego REALTOR®

CANDIDATE FOR VICE PRESIDENT

CHRIS ANDERSON

(Board Approved)
CRS, SFR, GRI, RLI, e-PRO, PMN, RMS
Town & Country Real Estate
(Residential, Land, Commercial)
www.RealEstateChris.com



Why do you seek this position?

Years of volunteerism, experience and skills have prepared me well for the role of Vice President.

Currently serving as the President of Womens Council of REALTORS® San Diego Chapter, California Association of REALTORS® as Director, SDAR Director for 8 years and an active participant of many recent SDAR strategic plans, I understand the local and state-wide challenges you face in today's market and how we as an industry should navigate through to survive.

What skills and experience do you bring to this position?

Participating in up and down markets over the past 23 years as a full time REALTOR® has given me insight on how to anticipate & manage both. My focus at SDAR is Professional Standards, Government Affairs, and Risk Management:

Professional Standards and our Code of Ethics is what set us apart. Over the past 10 years I have participated on the following committees:

- Professional Standards Executive Committee 2006 - 2012
- Professional Standards Committee 2005 - 2012, Vice Chair 2012
- Grievance Committee member, Vice Chair & Chair 2002-2004

Government Affairs is important to our industry. Protecting and preserving property rights, being informed on the issues and fighting to protect our industry were the draw for me to serve at SDAR:

- Government Affairs Committee 2001-2012 & Vice Chair 2008, Chair 2009
- Seated 1999-2012 on a local planning group, Chair & Vice Chair
- 3 Appointments by County Supervisors
- Director for the San Dieguito River Valley Conservancy (Coast to Crest Trail)

Risk Management protects our clients and us. Keeping aware of the latest lawsuit trend, creating new forms for disclosure and dispersing these forms for use is key to maintaining our standard of practice. I have contributed to:

- Co-Chair REALTOR®/Attorney Committee 2004-2006
- Risk Management Committee 2004- 2012
- Lead author of 2 land forms

Other committees which have prepared me to serve you as Vice President:

- 2009 SDAR Vice President
- SDAR Executive Committee
- 8 year SDAR Director
- C.A.R. Director
- 2 year C.A.R.-Regional Representative -Risk Management & Consumer Protection
- C.A.R.-Land Use & Environmental Committee, Regional Representative
- Ambassadors Foundation
- Housing Opportunities
- Rebuilding Together
- Communications
- Education
- Website Task Force (Presidential Appointment)
- Board Restructure Task Force (Presidential Appointment)
- Association Management Task Force (Presidential Appointment)

What do you see as the key issues and challenges in the industry?

The key issues & challenges I see facing our industry are the MLS, the national economy and ethics. As an association we have led the charge to make REALTORS® Property

Resource (RPR) a tool for our members. This cutting edge technology was made by REALTORS®, for REALTORS® and is owned by REALTORS® (NAR).

The timing is a perfect storm for our industry to be preyed upon by unethical and fraudulent people. At SDAR and California Association of REALTORS®, I am actively working with the Government Affairs and Risk Management Departments together with the local District Attorney and Department of Real Estate to rid our industry and region of these practices to protect our members and consumers.

The economy is a factor. Our current national economic crisis is impacting our profession and our clients. Risk management tools, education & technology are all key at this time. Under my leadership you will be provided them at a reasonable cost.

What effect has your SDAR membership had on your career and what will you do to make SDAR more effective for members?

SDAR has given me so many opportunities to grow as an individual and as a professional. Our membership needs us now more than ever at a cost that is affordable and with state-of-the-art services. This will require progressive thinking and fiscally sound leadership and I pledge to provide both! Thank you for your support!

BRYAN HOFFMAN*

Broker Associate, MCNE
Coldwell Banker Residential Brokerage
(Residential Real Estate)
www.92131.com

Why do you seek this position?

As an active volunteer in the Association for nearly 10 years, a number of fellow volunteers asked me to seek the office of Vice President. I appreciate that past Presidents, current Officers, and Directors have recommended that I pursue this office. I have learned a great deal from serving the members of the Association over the years. I take this opportunity seriously and look forward to the challenges this position holds.

What skills and experiences do you bring to this position?

The role of an officer requires a great deal of diverse experience. My background as Controller for three companies, management of personnel in various capacities and responsibilities, and having owned two small companies in the past, adds a greater scope of understanding as to what is required to run an operation such as SDAR. Within SDAR, I have twice served as Director, been a C.A.R. Director, have served on committees such as Budget and Assets, Investment Management Trustees, Real Estate Trustees, Bylaws, Government Affairs (formerly), been party to several Strategic Planning groups, and on a number of task forces. My Chair and Vice-Chair experience has given me great experience as well in learning more about the depth of the Association. Good communication and being able to work well with others is

fundamental to our industry and the same holds true within SDAR. My leadership and management experience gives greater opportunity for communication between the REALTORS® in the field, the staff that operate SDAR, and the volunteers that lead this Association.

What do you see as the key issues and challenges in the industry?

The key challenges I see are related to property rights, technological progress (staying in front of the client), and maintaining our ethics within our industry. The rights we have attached to property ownership in this country are nearly unique throughout the world. These rights give us a significant portion of our wealth and freedom. Burdensome taxation, increasing fees, future access to water rights, unreasonable land-use restrictions, lead-based paint remediation, unsupportable local environmental concerns, and down zoning are some of the current and future issues that affect property values and our ability to practice real estate within San Diego County. Being active as individuals and as an Association at all political levels will be the solution to maintaining our ownership rights. As technology changes and grows, we as REALTORS® need to always be on the leading edge. It has long been supposed that websites and automation will remove the individual from the transaction. People will always need others when it comes to service and our industry is no different. We do need, however, to always make every effort to plan for and take advantage of, any tools that become available to us – on every level. Proper strategic planning is important in this regard. Lastly, maintaining professionalism and ethics is crucial to our industry. Greater levels of education, increased internal monitoring of REALTOR® activities, and repercussions for inappropriate or unacceptable conduct are fundamental to maintain and even increase our reputation(s) with our clients. Other challenges will certain arise and with a healthy Association looking out for our best interests, we will meet those challenges head on.

What effect has your SDAR membership had on your career and what will you do to make SDAR more effective for members?

I became involved with SDAR through then President, Sheryl Betyar. She invited me to become involved in one committee and after a while, I soon recognized all the non-tangible benefits of becoming involved within such a well respected organization. My membership within SDAR has certainly added to my reputation of being a true professional in the real estate industry. Not all real estate or other industry associations offer the scope, breadth, or knowledge that SDAR provides to its members. The role of Vice President is important for making SDAR even more effective as this position requires frequent contact with our REALTOR® members – by attending caravans, office meetings of the various companies, etc. If SDAR is not effective for you, then I will hear about it! In communicating with and pursuing the best interests of our membership, I will fulfill my responsibilities as your Vice President for 2013.

*Candidate by Petition

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CANDIDATE FOR TREASURER

GLENN BENNETT

(Board Approved)

Broker

Cowles Mountain Realty

(Residential Real Estate)



Why do you seek this position?

I am running for Treasurer because I am proud of this organization. SDAR does great things for our

industry and more importantly for our members. SDAR is a leader in education, risk management and political advocacy. I truly enjoy being a part of that because it makes our profession more professional. As Treasurer, I will work to make sure that we continue to do these things and more for our members.

On a personal level, I enjoy working with our leadership team. We have some wonderful people involved at SDAR that give willingly of their time and talents. It is important that we work well together to achieve the best results for all of you, our fellow San Diego REALTORS®.

What skills and experience do you bring to this position?

I believe that I am uniquely qualified to be Treasurer – I am the current Treasurer. The Board of Directors appointed me to a one-year term for 2012, which I consider a vote of confidence and a compliment.

My background includes being the owner/broker of Cowles Mountain Realty since 1985, which means I know how to run a company. Another organization that I have worked with is Rebuilding Together San Diego, (previously Christmas in April). I have been President of that non-profit organization for three of the last four years. I would have to say that leading that organization from the brink of financial ruin to where it is today, financially strong, is the achievement that I am proudest of as a volunteer. It was there that I became friends with SDAR's CFO, David Kvendru. We were both volunteers at RTSD and decided to get more involved. David's efforts at SDAR and RTSD (as Treasurer) led to him being named CFO of the Year by the San Diego Business Journal. I mention this because we have a great working relationship and I appreciate his help. We have some wonderful staff at SDAR that makes the volunteers' jobs possible. David and I meet at least once a month to review the budget before I report to the Board of Directors. We also work together in running the Budget and Assets Committee, which I chair.

What do you see as the key issues and challenges in the industry?

As Treasurer, the key issue is always watching out for our financial stability. The changes coming to the MLS could have a huge impact on our bottom line. One of the ways to address this has been to look for other income streams that will benefit SDAR and its members. The model that I look to is what C.A.R. has in its subsidiary called REBS. That is a great example of creating business solutions for our members while creating income for the organization. Our recent association with Google is an example of that kind of forward thinking. The other thing that I have worked

on this year was reviewing all of our member benefits. The key was to make sure that we were not paying for things that our members were not using. We also looked at getting better contracts with those benefits that the members still wanted and needed. My promise to our members is to keep our dues low while maintaining a high level of integrity, security and transparency.

What effect has your SDAR membership had on your career and what will you do to make SDAR more effective for members?

SDAR has had a huge impact on my career. As an independent broker, the education component at SDAR is imperative. Professional standards and risk reduction is another key for anyone in this industry. As I became more involved at the committee level, I learned how much politics affects our day-to-day business. We should all be proud of the work that REALTORS® do in protecting property rights, limiting point of sale retrofits and looking to support candidates that understand our REALTOR® issues. In order for SDAR to be more effective for our members, we need to encourage more participation and I will work towards that goal. Once people get involved they will see all of the tools and benefits that SDAR has to offer. I can honestly say that I have benefitted greatly from the time and effort that I have put into this organization.

RAYLENE BRUNDAGE*

RMS, SFR
Prudential Dunn, REALTORS®
(Residential Real Estate)
www.RayleneShines.com



Why do you seek this position?

I am a working REALTOR® and understand the day-to-day challenges of our profession. I will utilize my experience and past leadership at SDAR to promote and protect our business interests, while ensuring our resources are optimized for the members' benefit.

Who better to represent and serve REALTORS® than an experienced boots-on-the-ground REALTOR® that is familiar with short sales, REOs, the financial strains of our current economy, with the need for ethics enforcement and professionalism? The challenges we are facing demands the dedication of an effective leader who listens to the members, then seeks, obtains, and implements solutions for the greater good of the members. This is my commitment as demonstrated by my past results.

What skills and experience do you bring to this position?

I have an extensive background of managing multi-million-dollar budgets in my corporate background. I understand fiduciary responsibility and take it very seriously. As I see the struggles of our members during these turbulent economic times, I am committed to keep our expenses down while ensuring our resources are utilized efficiently and effectively for success in our business.

I have served as an SDAR Director for 3 years and was your 2010 Vice President.

I am a C.A.R. Director and have served on many committees, giving me a well-rounded understanding of the varied needs of our REALTOR® organization. I have served 4 years on strategic planning, 2010 and 2011 on Budget and Finance, 8 years on Housing, and this is my 5th year on Government Affairs. I served on Grievance for 3 years and now serve on Professional Standards. I am actively involved in Risk Management at a state level and locally served on the Risk Management taskforce for REO transactions. I am a NAR Instructor and hold an appointment by Mayor Sanders for the City's Relocation Task Force for the third year, requiring an extensive background check.

My leadership philosophy translates to utilizing the knowledge, experience and input of others for the greater good of our members and the real estate industry. It also has been demonstrated by my willingness to speak out about issues that affect our members. An example is my recent work and advocacy for REALTORS® by using my past experience and business relationships related to Homeowner Associations. Many HOA issues have negatively affected our transactions, home values and neighborhoods. Some examples are; charging outrageous fees to sellers, FHA certification of complexes, and delinquent assessments resulting in foreclosure when there isn't cooperation from the Associations. I put a taskforce together of HOA attorneys, REALTORS®, lenders, property management, and CondoCerts to create solutions for our business, which it has done. This is an

example of utilizing the ideas, skills and willingness of members who can make a positive contribution to our industry and business. I support and practice leadership which promotes and encourages an inclusive and diverse environment of member participation.

What do you see as the key issues and challenges in the industry?

Ethics, risk management, education, government affairs and leading-edge technology are all areas of critical importance to our profession and your future success. SDAR needs strong and diverse leadership to lead us through this challenging economic environment and housing crisis. It requires someone with the courage to speak up and challenge issues that do not support our business, which has broadened due to the lack of financial health in our city and country.

What effect has your SDAR membership had on your career and what will you do to make SDAR more effective for members?

SDAR has provided me the resources to reach the level of professionalism I sought in becoming a REALTOR®. I have learned from others' experiences and the knowledge we share with each other. In a rapidly changing market, it is invaluable to have such a resource.

I am committed to work with SDAR members to ensure we maintain the highest level of member services, education and professional public image. I will serve as your Treasurer with honesty and integrity and continue to speak up for your best interest!

*Candidate by Petition



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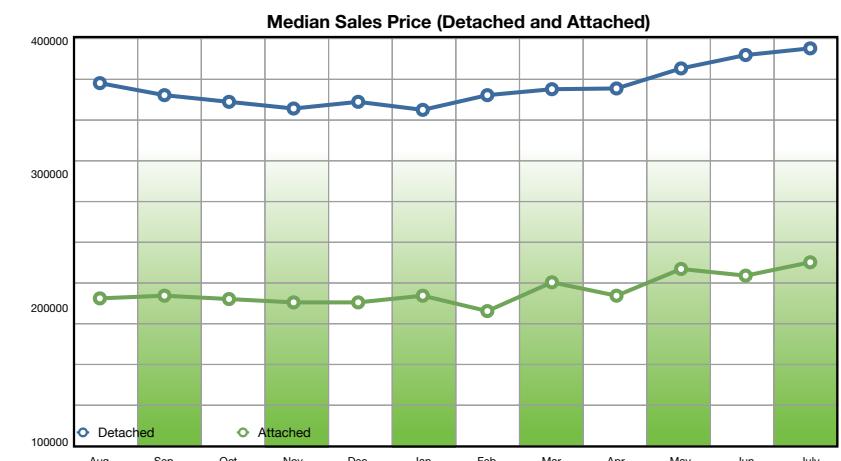
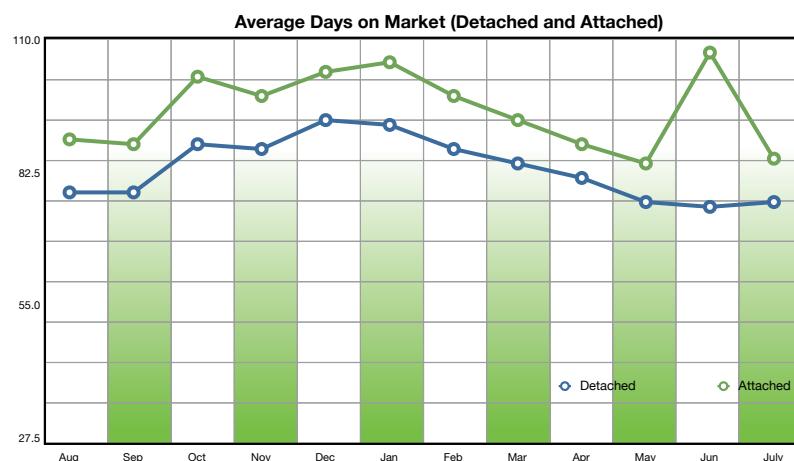
Current Year - 2012								Previous Year - 2011							
Zip Code	Market Area	SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*		SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*			
		Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD
91901	Alpine	14	106	80	80	\$427,500	\$390,000	15	94	85	96	\$428,000	\$434,000		
91902	Bonita	13	110	59	95	\$499,900	\$429,000	14	94	103	93	\$416,650	\$430,500		
91905	Boulevard	0	7	0	256	\$0	\$110,000	1	6	7	124	\$26,500	\$115,500		
91906	Campo	8	49	55	74	\$140,000	\$130,000	5	33	60	81	\$123,500	\$145,000		
91910	Chula Vista	42	261	77	81	\$337,250	\$317,555	29	236	65	83	\$365,000	\$325,000		
91911	Chula Vista	32	263	79	85	\$290,000	\$273,000	32	258	88	96	\$268,500	\$270,000		
91913	Chula Vista	34	293	84	101	\$400,000	\$375,000	41	272	66	97	\$365,000	\$365,000		
91914	Chula Vista	27	152	108	106	\$498,000	\$471,950	16	139	106	89	\$431,250	\$504,000		
91915	Chula Vista	35	268	141	126	\$358,000	\$356,250	37	206	93	97	\$367,000	\$375,000		
91916	Descanso	0	15	0	67	\$0	\$227,815	2	16	74	67	\$407,500	\$231,250		
91917	Dulzura	0	2	0	126	\$0	\$196,000	0	1	0	172	\$0	\$339,000		
91931	Guatay	0	1	0	140	\$0	\$120,000	1	2	56	70	\$170,000	\$177,500		
91932	Imperial Beach	4	65	234	115	\$322,500	\$290,000	6	41	66	68	\$246,625	\$275,000		
91934	Jacumba	1	7	108	59	\$76,460	\$76,460	0	11	0	78	\$0	\$46,900		
91935	Jamul	7	57	70	109	\$470,000	\$380,000	5	57	38	73	\$375,000	\$425,000		
91941	La Mesa	35	224	80	78	\$458,900	\$407,000	18	160	73	79	\$306,000	\$380,500		
91942	La Mesa	25	160	81	79	\$330,000	\$326,250	27	135	88	73	\$305,000	\$322,200		
91945	Lemon Grove	21	142	60	72	\$240,000	\$249,000	19	106	50	57	\$270,000	\$246,500		
91948	Mount Laguna	1	4	402	237	\$118,000	\$156,000	0	0	0	0	\$0	\$0		
91950	National City	20	142	71	80	\$236,000	\$213,250	18	131	71	93	\$207,500	\$215,000		
91962	Pine Valley	1	10	86	83	\$270,000	\$232,950	2	11	159	106	\$149,500	\$257,000		
91963	Potrero	1	3	16	51	\$193,000	\$193,000	1	2	17	34	\$200,000	\$212,500		
91977	Spring Valley	46	308	100	75	\$270,000	\$259,500	38	313	65	89	\$250,000	\$262,000		
91978	Spring Valley	10	40	51	63	\$307,500	\$316,500	3	38	68	101	\$335,000	\$325,000		
91980	Tecate	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92003	Bonsall	4	29	92	117	\$561,500	\$562,000	0	26	0	87	\$0	\$499,750		
92004	Borrego Springs	3	41	154	109	\$120,000	\$124,800	3	49	192	187	\$275,000	\$162,000		
92007	Cardiff By The Sea	3	39	98	68	\$605,000	\$815,000	13	51	83	66	\$1,017,000	\$905,000		
92008	Carlsbad	16	126	121	81	\$526,000	\$548,750	13	91	45	97	\$567,500	\$555,000		
92009	Carlsbad	39	312	60	75	\$722,500	\$698,500	45	292	70	74	\$679,000	\$686,500		
92010	Carlsbad	13	68	72	73	\$539,900	\$513,750	10	81	124	74	\$470,000	\$510,000		
92011	Carlsbad	25	165	68	86	\$700,000	\$705,000	17	112	60	68	\$695,000	\$700,000		
92014	Del Mar	13	97	75	118	\$935,000	\$1,300,000	15	94	94	104	\$1,725,000	\$1,347,500		
92019	El Cajon	23	190	72	84	\$421,000	\$377,450	20	195	88	89	\$322,050	\$374,900		
92020	El Cajon	33	199	60	70	\$315,000	\$315,000	30	193	79	79	\$342,000	\$308,000		
92021	El Cajon	42	263	79	94	\$305,000	\$287,500	34	190	64	83	\$285,000	\$280,000		
92024	Encinitas	40	253	79	75	\$867,500	\$820,000	36	213	56	69	\$757,500	\$730,000		
92025	Escondido	30	183	95	91	\$357,000	\$325,000	23	152	91	98	\$325,000	\$296,750		
92026	Escondido	39	322	72	90	\$320,000	\$315,000	40	260	75	95	\$330,000	\$336,375		
92027	Escondido	52	359	73	90	\$300,000	\$265,000	48	290	70	79	\$301,500	\$285,000		
92028	Fallbrook	48	344	97	97	\$347,500	\$327,950	46	319	95	93	\$358,500	\$355,000		
92029	Escondido	23	129	81	92	\$550,000	\$533,000	21	87	111	98	\$415,000	\$408,000		
92036	Julian	8	44	117	154	\$204,550	\$216,500	0	30	0	120	\$0	\$168,550		
92037	Jolla	28	197	117	101	\$1,065,000	\$1,345,500	23	159	102	94	\$1,300,000	\$1,300,000		
92040	Lakeside	20	167	115	78	\$324,000	\$307,000	23	168	67	86	\$324,385	\$292,750		
92054	Oceanside	19	149	90	95	\$367,630	\$345,000	9	114	61	93	\$408,000	\$386,000		
92056	Oceanside	46	285	82	90	\$349,000	\$330,000	36	252	54	79	\$337,500	\$335,000		
92057	Oceanside	59	350	84	92	\$352,000	\$335,000	37	265	102	85	\$330,000	\$330,000		
92058	Oceanside	13	93	64	95	\$310,000	\$284,000	18	80	95	81	\$307,450	\$319,000		
92059	Pala	0	0	0	0	\$0	\$0	0	3	0	116	\$0	\$365,000		
92060	Palomar Mountain	1	4	14	117	\$67,000	\$147,450	0	1	0	122	\$0	\$482,500		
92061	Pauma Valley	5													

JULY STATISTICS ATTACHED HOMES

Current Year - 2012								Previous Year - 2011							
Zip Code	Market Area	SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*		Mth	YTD	SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*	
		Mth	YTD	Mth	YTD	Mth	YTD			Mth	YTD	Mth	YTD	Mth	YTD
91901	Alpine	1	18	6	73	\$119,500	\$106,500	0	18	0	102	\$0	\$148,950		
91902	Bonita	3	14	68	61	\$145,000	\$147,550	3	12	181	107	\$112,000	\$128,450		
91905	Boulevard	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91906	Campo	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91910	Chula Vista	6	87	112	87	\$180,750	\$173,000	17	96	97	99	\$180,000	\$175,000		
91911	Chula Vista	8	82	102	95	\$130,200	\$140,000	16	114	96	115	\$145,500	\$135,250		
91913	Chula Vista	25	162	142	120	\$175,000	\$185,000	21	157	107	120	\$185,000	\$190,400		
91914	Chula Vista	6	39	153	128	\$221,500	\$223,000	7	56	94	90	\$228,000	\$225,000		
91915	Chula Vista	15	96	172	128	\$234,000	\$220,000	18	105	112	135	\$231,500	\$221,950		
91916	Descanso	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91917	Dulzura	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91931	Guatay	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91932	Imperial Beach	7	44	64	95	\$205,000	\$170,950	4	50	36	208	\$195,000	\$162,500		
91934	Jacumba	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91935	Jamul	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91941	La Mesa	4	22	95	81	\$157,250	\$147,500	1	13	47	87	\$130,000	\$140,000		
91942	La Mesa	17	96	78	85	\$200,000	\$165,000	13	81	110	117	\$165,000	\$168,000		
91945	Lemon Grove	2	9	60	88	\$113,556	\$112,000	4	25	212	97	\$86,500	\$105,159		
91948	Mount Laguna	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91950	National City	5	29	166	129	\$195,000	\$105,150	5	46	162	82	\$92,000	\$126,650		
91962	Pine Valley	0	1	0	13	\$0	\$18,000	0	2	0	77	\$0	\$19,250		
91963	Potrero	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91977	Spring Valley	7	61	121	109	\$100,000	\$115,000	9	59	149	87	\$105,000	\$130,000		
91978	Spring Valley	1	13	18	94	\$169,900	\$145,000	2	8	64	44	\$147,250	\$145,500		
91980	Tecate	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92003	Bonsall	1	12	7	87	\$175,000	\$155,000	2	15	140	104	\$132,450	\$120,000		
92004	Borrego Springs	1	12	51	123	\$78,750	\$76,875	2	9	120	182	\$49,500	\$115,000		
92007	Cardiff By The Sea	5	35	136	86	\$517,000	\$399,000	2	27	44	76	\$808,000	\$410,000		
92008	Carlsbad	11	60	79	106	\$340,000	\$356,000	5	47	87	83	\$440,000	\$149,900		
92009	Carlsbad	17	160	103	98	\$265,000	\$275,000	21	133	97	93	\$280,000	\$285,000		
92010	Carlsbad	10	57	130	115	\$296,500	\$299,900	7	38	43	70	\$269,000	\$306,000		
92011	Carlsbad	10	52	53	69	\$505,000	\$386,250	10	45	101	81	\$357,700	\$385,000		
92014	Del Mar	2	33	74	98	\$415,000	\$435,000	5	36	184	110	\$580,000	\$495,000		
92019	El Cajon	18	80	52	89	\$133,750	\$166,500	7	76	50	82	\$189,000	\$170,750		
92020	El Cajon	10	75	59	111	\$117,500	\$111,000	11	96	63	85	\$107,000	\$105,000		
92021	El Cajon	6	77	32	85	\$124,750	\$111,000	9	98	74	87	\$128,000	\$110,000		
92024	Encinitas	15	116	88	104	\$315,000	\$325,000	13	99	92	73	\$327,500	\$360,000		
92025	Escondido	3	40	83	84	\$140,000	\$132,500	7	58	53	117	\$125,000	\$129,950		
92026	Escondido	5	57	94	132	\$194,900	\$155,000	6	92	91	95	\$103,950	\$122,500		
92027	Escondido	5	43	61	83	\$107,500	\$112,000	7	55	34	71	\$107,850	\$95,000		
92028	Fallbrook	3	13	144	88	\$192,000	\$125,000	2	13	9	79	\$94,000	\$172,000		
92029	Escondido	1	4	97	104	\$245,000	\$199,950	0	7	0	134	\$0	\$150,000		
92036	Julian	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92037	La Jolla	26	166	87	107	\$433,500	\$471,000	24	150	111	103	\$422,500	\$460,500		
92040	Lakeside	4	42	116	84	\$95,000	\$88,551	7	43	30	98	\$93,000	\$93,000		
92054	Oceanside	12	77	102	103	\$307,500	\$292,000	11	74	94	107	\$326,000	\$327,500		
92056	Oceanside	33	189	85	75	\$179,000	\$192,000	20	153	91	80	\$173,000	\$185,000		
92057	Oceanside	17	145	26	89	\$165,000	\$144,000	26	174	97	88	\$141,000	\$145,500		
92058	Oceanside	7	47	104	109	\$152,000	\$152,500	7	75	77	99	\$145,000	\$155,000		
92059	Pala	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92060	Palomar Mountain	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92061	Pauma Valley	0	4	0	39	\$0	\$274,500	0	4	0	155	\$0	\$186,000		

Current Year - 2012								Previous Year - 2011							
Zip Code	Market Area	SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*		Mth	YTD	SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*	
Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD								

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COMPARATIVE SALES - EXISTING HOMES - JULY 2012 SAN DIEGO COUNTY

	ATTACHED			DETACHED		
	Sales	% Change from Prior Year	% Change from Prior Month	Sales	% Change from Prior Year	% Change from Prior Month
1 Total Sales Volume July 2012	\$253,706,867	13.684	-4.001	\$1,036,810,503	18.062	-10.223
2 Average Sales Price July 2012	\$287,976	10.200	1.120	\$502,818	1.171	-4.781
3 Median* Sales Price July 2012	\$234,990	14.480	4.440	\$395,000	5.330	1.280
4 Sold Listings July 2012	881	3.162	-5.065	2,062	16.695	-5.716
5 Average Days on Market July 2012	88	-3.297	-20.000	79	5.333	1.282
6 Total Sales Volume July 2011	\$223,167,866			\$878,194,302		
7 Average Sales Price July 2011	\$261,321			\$496,997		
8 Median* Sales Price July 2011	\$205,250			\$375,000		
9 Sold Listings July 2011	854			1,767		
10 Average Days on Market July 2011	91			75		

	ATTACHED			DETACHED		
	Sales	% Change from Prior Year	% Change from Prior Month	Sales	% Change from Prior Year	% Change from Prior Month
11 Total Sales Volume YTD 2012	\$1,731,161,966	4.026		\$6,817,553,305	13.275	
12 Average Sales Price YTD 2012	\$275,487	4,457		\$487,909	-0.968	
13 Median* Sales Price YTD 2012	\$217,000	4.320		\$370,000	-0.110	
14 Sold Listings YTD 2012	6,284	-0.412		13,973	14.383	
15 Average Days on Market YTD 2012	98	3.158		85	2.410	
16 Total Sales Volume YTD 2011	\$1,664,158,919			\$6,018,582,832		
17 Average Sales Price YTD 2011	\$263,734			\$492,680		
18 Median* Sales Price YTD 2011	\$208,000			\$370,423		
19 Sold Listings YTD 2011	6,310			12,216		
20 Average Days on Market YTD 2011	95			83		

Copyright 2011 San Diego Association of Realtors. Data for single-family attached and detached home sales through the Multiple Listing Service of Sandicor, Inc. Neither SDAR nor Sandicor guarantees or is responsible for its accuracy. *The median home price is the price where half of the homes sold for more and half sold for less. It is a more typical price measure than average, which can be skewed high by a relative handful of million-dollar plus transactions.

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12:00 pm – 2:00 pm SUMMIT

SPEAKERS

GARY LONDON

President of The London Group

LESLIE APPLETON-YOUNG

VP and Chief Economist, California Association of REALTORS®

LAWRENCE YUN

Chief Economist & Sr. VP of Research, National Association of REALTORS®

\$19 REALTOR®Plus Members

\$29 SDAR Members

\$49 Non-Members

\$225 Table (10)

\$425 Premium Table (10)

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SDAR Election Guide for 2013 Officers, Directors

San Diego Association of REALTORS®

Annual Election

CANDIDATE GUIDE

CANDIDATES FOR DIRECTOR



DENISE E. MATTHIS (Board Approved)

Broker, ABR, CDPE, CNE, CRS, PMN, SFR, SRES, AHWD, CHS
DEM Financial Services & Real Estate – Residential Real Estate
www.DEMfinancial.com

Commitment, Integrity, Leadership: qualities and skills of a successful REALTOR®. I'm career focused with a high level of professionalism and a simple work ethic "the client comes first." I'll work to ensure members receive the most from their membership through resources, education and networking for their business career success.



ED SMITH, JR. (Board Approved)

SRES, ABR, SFR, CMP
Ed Smith Jr. & Associates – Residential Real Estate
www.EdSmithJr.com

My many years of experience serving in top leadership positions on industry trade associations, including two years as an SDAR director, provides me the insight to serve the beneficial business interests of our members and communities in which we serve. I would be honored to represent you for another term.



KEN TABLANG (Board Approved)

GRI, CRS, CIPS, SFR, Green
Ascent Real Estate, Inc. – Residential Real Estate
www.KenGina.com

After being a member for 18 years, and actively involved with several SDAR committees, I have a keen understanding of all aspects of the organization, the issues confronting our members and the industry as a whole. It would be a privilege to represent you as one of your Directors.



NIKOLE CARTER-CURTIS (Board Approved)

ABR, SFR
Willis Allen Real Estate – Residential Real Estate

I am running for the office of Director because I'd like to give back to the Association that has given so much to me. I'm a Short Sale Specialist and have been a full-time, full-service REALTOR® since 2006. I've served on Events, Membership, Bylaws and Grievance committees.



MICHELLE SERAFINI (Board Approved)

CIPS
Coldwell Banker – Residential, Investment, Multi-Unit
www.LocationLocationCoastal.com

Selling real estate is about helping people. Our role as REALTORS® in that process is changing dramatically due to technology and societal needs, as a Director at SDAR, I will provide forward-thinking strategies to ensure our membership are ready to assist their clients in this ever-changing real estate landscape.



ANGELA ORDWAY (Board Approved)

ABR, e-PRO, PMN
Prudential California Realty – Residential Real Estate
www.AngelaOrdway.com

Honesty, integrity and perseverance are my guiding principles. My leadership experiences include: 2012 CAR Director, 2012 District Vice President of WCR CA State Chapter; current Board member, Business/Technology Committee Chair, Website Task Force Chair, Ambassadors Foundation Director, and RPAC member. Thank you in advance for your vote of confidence.



ASHLEY LUNN (Board Approved)

Keller Williams SD Metro – Residential, Brokerage, Management

As a Director, I intend to focus on the issues which are most important to the membership. I will work aggressively to represent the membership's best interests. In addition, I forward to advancing the progressive and cutting edge initiatives and technology that will make us a leading REALTOR® Association.



NATHAN JONES (Board Approved)

MBA, CDPE, BPOR, CNE, CHS
Weichert REALTORS®, Elite – Residential, REO, Short Sale

My focus is do what is best for our REALTORS® by advancing them in whatever political and economical environment we may be in, so that we may serve our communities effectively. My goal is preserving private property rights and staying on top of governmental legislature issues affecting real estate.



PAULINA RASSAVONG (Board Approved)

GRI, CIPS, CDPE
RE/MAX Associates – Residential Real Estate
www.Rassavong.com

My name is Paulina Rassavong, and I seek your vote for election to the SDAR board. My self-started real estate business is my passion and vocation. I have actively chaired business boards and working committees, and I am determined to bring my experience to SDAR to represent you. Thank you!



EDITH BROYLES (Board Approved)

CRS, PMN, SFR, e-PRO, CNS
Coldwell Banker Residential Brokerage – Residential Real Estate
www.EdithBroyles.com

It has been my pleasure to serve as a Director and on numerous committees during the last two years. I would appreciate the opportunity to continue to serve, bringing passion and enthusiasm in promoting integrity, professionalism, education, technology and the latest tools and resources to benefit our members.



RANDY JONES (Board Approved)

CDPE, e-PRO, SFR, CNS, CHMS
Coldwell Banker Residential Brokerage – Real Estate Technology
www.RandyJonesRealEstate.com

I believe that technology and education are two of the most significant areas where SDAR can provide new or enhanced member benefits. I understand technology, and use it in my real estate practice, so I am able to teach others how to use technology from a real estate professional's perspective.



VICKIE FAGEOL (Board Approved)

Broker, SRES, e-PRO, SFR, PMN
Realty World Select Properties – Residential Real Estate
www.SoldAnotherHome.com

SDAR offers more than any association in the county – join me in being a part of its continued growth and success! My leadership experience with SDAR, Women's Council of REALTORS® and NAHREP has prepared me to work hard with next year's leadership team to continue to make great things happen.



JOYCE AMICK (Board Approved)

Century 21 Award – Residential Real Estate

Currently I am the Chair of RPAC (REALTOR® Political Affairs Committee). I believe it is important as an Association to provide our members with the tools and education necessary for them to survive and thrive in their Real Estate careers. This will continue to be a priority for me.



VICKI MAHANNA CAMPBELL (Board Approved)

e-PRO, SFR
Ktesius Realty Corp. – Residential, Distressed, Lease
www.VickiCampbell.com

I will continue to support my fellow REALTORS® as I run for reelection as your Director 2013-2014. I am committed to serving you by helping further SDAR goals in Education, Legislative and Political Involvement, Ethical Issues, and Dispute Resolution to the betterment of our members and consumers.



MARK MARQUEZ (Board Approved)

Weichert REALTORS®, Elite – Residential Real Estate
www.MarkMarquezTeam.com

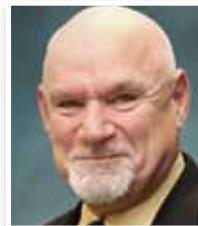
I am seeking the office of director at the request of our future leadership. I currently serve as an NAR and C.A.R. director. My emphasis is the MLS and making sure our members are serviced properly by SANDICOR.



RICHARD SNYDER*

CPM, Broker
R.A. Snyder Properties – Management, Commercial, Residential
www.RASnyder.com

Committed to effective change and transparency at SDAR. SDAR Broker of the Year - 2009. C.A.R. REALTOR® of the Year - 1996. Past President for both SDAR and C.A.R. Current C.A.R. and NAR Director. I recognize the importance of advancing the interests of our members' ethical conduct and professionalism.



MATTHEW GIACALONE*

Broker, e-PRO
ENG Properties – Comprehensive Real Estate
www.ENGProperties.com

Matt has an extensive history in serving the real estate community through volunteerism and his real estate practice. He sees a need for greater transparency and a more open and inviting leadership environment to allow for the flow of ideas from a broad range of perspectives. Fully qualified, not nominated!?



DAVE GILLINGHAM*

Broker, Designated REALTOR®
Coronado Island Realty – Residential, Commercial, Development
www.Coronado-Realty.com

I would be honored to have your vote to serve as an SDAR Director! As the owner of an independent brokerage and past SDAR and SANDICOR Director, I recognize how important SDAR is to our businesses. I look forward to ensuring the leadership SDAR provides is effective for you!

*Candidate by Petition

CANCELED, WITHDRAWN, EXPIRED – WHO CAN I SOLICIT?

By Vickie Fageol

Most REALTORS® know that they may not solicit a seller of a property to list with their brokerage if that seller's property currently is in an Active, Contingent, or Pending status in the MLS. However, confusion still exists as to when it is acceptable or unacceptable to solicit a canceled, withdrawn, or expired listing.

The REALTOR® Code of Ethics, Article 16 states:

REALTORS® shall not engage in any practice or take any action inconsistent with exclusive representation or exclusive brokerage relationship agreements that other REALTORS® have with clients.

Section 12.4 of the Sandicor Rules and Regulations echoes the Code:

12.4 Solicitation of Listing Filed With SANDICOR, Inc. Participants and subscribers shall not solicit a listing on property filed with the service unless such solicitation is consistent with Article 16 of the NAR Code of Ethics, its Standards of Practice and its Case Interpretations. The purpose of this section is to encourage sellers to permit their properties to be filed with the service by protecting them from being solicited through unwanted phone calls, visits and communications, prior to expiration of the listing, by brokers and salespersons seeking the listing upon its expiration. This section is also intended to encourage brokers to participate in the service by assuring them

that other participants and subscribers will not attempt to persuade the seller to breach the listing agreement or to interfere with the listing broker's attempts to market the property. This section does not preclude solicitation of listings under circumstances otherwise permitted under Article 16 of the NAR Code of Ethics and its Standards of Practice

REALTORS® should familiarize themselves with the various listing statuses and have a clear understanding of which sellers can be solicited prior to attempting to secure a listing.

An overview of the commonly misunderstood statuses:

- Canceled status means the listing agreement has been terminated prematurely. There are any number of reasons this is done, but the main thing to know is that there is no longer a valid listing contract in place with the prior listing agent so it is fine to approach that seller to try and get a listing.
- Expired status means the listing contract has reached its expiration date without selling and is no longer valid. The seller may choose to relist with the same listing agent, or another listing agent, very soon so keep an eye out for a new listing. As long as the seller has not relisted it is fine to approach this seller to try and get a listing.

Withdrawn status is the one that causes the most confusion. The property is no longer being marketed for some unknown reason. It could be that the seller is performing repairs, is out of town, has a family situation where they do not want to show the property, or has just decided not to sell, but there is still a valid listing agreement in effect. This means that it is not allowed to solicit this seller to try and get a listing agreement. Once the expiration date of the listing agreement has

been reached then the status will change to expired and then it is fine to approach that seller to try and get a listing agreement.

If you feel your listing has been inappropriately solicited, and you would like to file a complaint, visit www.sdar.com/index.php?pr=Ethics_Complaints.

Vickie Fageol is the Owner/Broker of Realty World Select Properties. She currently serves as the Chair of the Grievance Committee at SDAR and also sits on the Technology Committee.

RISK MANAGEMENT FORMS, THEY ARE A-CHANGIN'

By Dave Gillingham
SDAR Risk Management Committee

Hello Forms Fans! I'm back with yet another forms update. I am sure you've missed me! As usual, there are a number of updates to existing forms and a couple of new and exciting ones.

Here is a quick rundown of the changes all practitioners should be aware of:

• Carbon Monoxide Detector (CMD)

– this is a new form detailing CO Detector Requirements for residential units. For an excellent Q&A on CO Detector requirements check out <http://www.car.org/legal/disclosure-folder/carbon-monoxide-detectors>.

• Commercial, Residential and Vacant Land Agreement (CLA)

– Added a lengthy provision to regarding Seller's option to keep some or all property information off of the internet. See the Seller's Advisory (SEL).

• Homeowner Association Information Request (HOA)

– Added lines for delivery of CC&Rs and Notices of Owner Violation. (Comment: Check with your legal advisor about whether one should obtain CC&Rs from the HOA management company or whether it is safer to get them from the Title Company in the transaction).

• Short Sale Addendum (SSA)

– Added provisions regarding Buyer or Seller cancellation during short sale lender approval period and submission of other offers to short sale lenders. The changes to this form are a great example of changes resulting from user feedback. Keep it coming!

For brokers, office managers and agents with personal assistants:

• Office Management Agreement (OMA)

– this is another new form for use by Brokers who have office managers. Recent changes in DRE regulations resulted in this form. For an exhaustive (actually exhaustive!) discussion of this form, please see the article by Kevin Burke (nee: Obiwan) in the most recent SDAR newspaper.

• Broker/Associate-Licensee/Assistant Three Party Agreement (TPA) – Added advisory regarding misclassification of employees.

• Personal Assistant Contract (PAC)

– The modification to this form was just released in June. An advisory was added regarding misclassification of employees.

For agents working in "non-urban" areas:

• Septic Inspection, Well Inspection, Property Monument and Allocation of Cost Addendum (SWPI)

– Added a provision covering the need for approval of unexpected costs for septic certification and some other minor changes. Thanks again to SDAR's own Chris Anderson and your Risk Management Committee for helping to create this form!

The following modified forms are expected to be released in November 2012:

- Contingency for the Sale of Purchase of Other Property (COP)
- Probate Purchase Agreement and Joint Escrow Instructions (PPA)
- Parking and Storage Disclosure
- Residential Listing Agreement
- Statewide Buyer and Seller Advisory (added all of the issues du jour).

Please let C.A.R. know if you have any feedback (see below) on the above.

Finally, two reminders: The C.A.R. User Protection Agreement only applies to the most current version of a C.A.R. form. If you are using zipForms online this isn't an issue since the most recent form will always be available. If you are not using zipForms online, why aren't you?

And, without wanting to sound like I don't have new material: If you think you have discovered a problem with a C.A.R. form, please send your comment or suggestion to Joy Alafia at carforms@car.org. Comments or suggestions on SDAR forms should be sent to Kate Speir, SDAR's Director of Risk Management at kspeir@sdar.com.

Dave Gillingham is a member of the SDAR Risk Management Committee and serves as a Director for the California Association of REALTORS®.

San Diego Association of REALTORS® presents the

Holiday House

Get ready for the Holiday House, the San Diego real estate community's effort to help local children, military, homeless, & senior citizens.

Mark your calendars, December 6, 2012.

SDAR members will be collecting a variety of goods that will be donated to charities benefiting San Diego's community.

Call (858) 715-8035 if you would like to host a drop-off center.

www.sdar.com | (858) 715-8000



SDAR HAS GONE GOOGLE!

SDAR is dedicated to providing its members with the best possible tools for their success. We've gone Google, and we are offering the Google Apps suite of professional tools to help make your business the best it can be.

Benefits of Google Apps include:

- Personal Branding – Elevate your personal brand by establishing an SDAR-associated e-mail address you can use throughout your career, no matter where it takes you.
- Business Tools – Create mailing lists and discussion or Q&A forums with Google Groups, or automatically translate e-mail messages and documents into more than 50 languages.
- Storage – Google Apps offers 25 GB of e-mail storage and 5 GB of storage for files, photos and video. Don't waste time deleting e-mails or copying them to a backup file; store everything online so you can

access them anytime, anywhere.

- Collaboration and Communication – Share large files (up to 10 GB each), eliminating FTP sites and bounce backs. You can also share scheduling and documents with clients and colleagues, making communication easy and efficient.
- Mobility – Google Apps uses cloud computing, which is perfect for a mobile workplace.
- Connect to e-mail, documents, sites and more and video chat from your computer, smart phone or tablet – all while out in the field.
- Security – Google backs up data frequently and automatically, giving you the peace of mind that comes with Google's trusted reputation as a worldwide leader in technology.

The real estate industry is fast-moving; keep up with the best tools and stay on the cutting edge of technology – and get the most out of your



SDAR membership. Google Apps costs \$19 for SDAR members; upgrade your membership to REALTOR®Plus and Google Apps are complimentary.

Google Apps can take your business to the next level; sign up for a training class to maximize this benefit. Visit www.sdar.com/Google or call SDAR at (858) 715-8000 to learn more.

NEWS BRIEFS

Attend Upcoming Mixer on International Currency

You are invited to join other international real estate professionals on Thursday, September 20, for a free networking event and discussion about global real estate.

The topic is "Learn How to Make Your Currency International." Guest speakers are from HSBC Bank USA: David Pressly, Premium Mortgage Consultant; and Victoria Sierra, Premier Relationship Manager.

The mixer will be held at Jasmine Seafood Restaurant, 4609 Convoy Street in Kearny Mesa, from 5:00 to 7:00 p.m. Cantonese-style appetizers and beverages will be served. To register for free mixer, visit the Events page of SDAR.com or link directly to <http://grecmixer.eventbrite.com>.

Coronado Event is for Chili Chefs and Proud Pet Owners

Plan on a hot time in Coronado on October 8, with pets and chili cooks competing at the Coronado Real Estate Association and City of Coronado's first "Pet Parade & Chili Cook-Off" at Promenade Park on Strand Way. The event is Monday, October 8, from 11:30 a.m. to 3:00 p.m., and funds raised will benefit PAWS of Coronado.

Aspiring and professional chili chefs are being invited to submit recipes and samples of their fiery concoctions for review at the event by a panel of local judges. Pet owners of all ages can also compete for awards by entering their pets in five different categories. The conclusion of the day will be the pets strutting their stuff in the pet parade. For more information and chili registration forms, call Caroline Haines, founder and chairperson, at (619) 435-5200.

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FIRST-TIME BUYER WORKSHOP A RESOUNDING SUCCESS

A free workshop to provide potential first-time homebuyers with information about what may be the biggest investment of their lives was held last month at SDAR's East County Service Center. A panel of experts discussed how to achieve the dream of homeownership and answer questions

about such topics as how to choose a REALTOR®, down payment assistance, special loan products and grants, tax credits, and more. State Sen. Joel Anderson worked with SDAR in co-hosting this valuable public service event.



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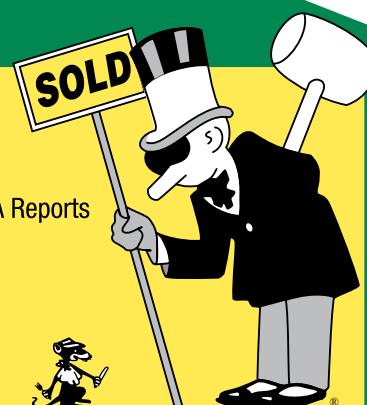
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DRE License Numbers Now Added to MLS Listing Records

Sandicor reports that DRE license numbers will now be added to MLS listing records. This means that should a subscriber change associations, they can do an inventory search based on their CA DRE license number.

Secondly, when a subscriber chooses "out of area agent" as the selling agent, they will be prompted for the CA DRE license number. If a subscriber submits a status change form and puts "out of area agent" as the selling agent, ask for the "out of area" agent's name. You can then look it up for them and add it to the record if the cooperating broker is not a Sandicor subscriber. The link to the DRE license look-up is <http://www2.dre.ca.gov/PublicASP/pplinfo.asp>.

If the listing broker represented the

seller and the buyer, they are required to enter their brokerage as the selling agent/office. This would be the case in new home sales and REO listings. In the near future, the iCheck program will identify sold listings with out of area agents as the selling agent. iCheck will send a courtesy notice to the listing agent with a link to the DRE license look up, so the listing agent will be able to correctly identify the selling agent.

SDG&E Expects to Meet Summer Power Demand

This summer, San Diego Gas & Electric (SDG&E) is reminding customers that, while adequate electricity supplies are lined up to meet customers' energy needs, conservation and demand response will still be vital during extremely hot weather or an unplanned power plant outage or

transmission line emergency.

The California Independent System Operator Corporation (ISO), the agency responsible for managing the bulk of the state's power grid is increasing demand response and conservation awareness, including bringing back the Flex Alerts public awareness campaign alerting customers when to conserve electricity.

SDG&E announced the launch of "Reduce Your Use" rewards, a demand-response program for SDG&E's residential and small business customers who are eligible to earn a bill credit for using less electricity on specific "Reduce Your Use" days. These "Reduce Your Use" days may be called on hot summer days when energy demand is high and will allow customers who sign up to receive notifications with time to plan ahead and take steps to

save the most energy.

Also launched this summer is the SDG&E-sponsored "San Diego Energy Challenge" contest. Through this challenge, customers who live within the San Diego Unified School District (SDUSD) area can earn "Reduce Your Use" rewards by saving energy, while also earning points for the SDUSD middle school of their choice.

Those who choose to participate in San Diego Energy Challenge also have the chance to earn individual prizes—including gift cards and tablet computers—and help their local SDUSD middle school compete for a chance to win a cash grant based on how much energy is saved. For more energy-saving tips to use throughout the year visit www.sdge.com/save-money or call (800) 411-7343.



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SDAR Education Schedule

LEGEND: KEARNY MESA SOUTH COUNTY EAST COUNTY DEL MAR CORONADO

Classes subject to change or cancellation.

Check www.sdar.com for current information.

R-Plus = REALTOR® Plus+ price

RMS = Risk Management Specialist price

AUG	CLASS TITLE	TIME	R-Plus	RMS	SDAR	Others	Credits	PRESENTER
20	NAR Ethics: Your Four-Year Requirement	9:00 am – 1:00 pm	\$20	Free	\$20	\$35	4 ET	Michael Spilger, Esq.
21	Point2 Syndication Seminar	9:00 am – 10:30 am	Free	Free	Free	Free	NA	Saul Klein
23 & 24	Accredited Buyer Representative (ABR designation)	9:00 am – 4:00 pm	\$254.15	\$299	\$299	\$325	12 CP	Ginni Field
23	How to Start and Operate a Real Estate Brokerage	9:00 am – 12:00 pm	\$24.65	\$29	\$29	\$39	NA	Jonathan Schneeweiss, JD
23	zipForm® 6 Hands-On Lab	9:00 am – 12:00 pm	\$29.75	\$35	\$35	\$42	NA	Kimber Backlund
27 & 28	The Power of Home Staging (ASP Designation)	9:00 am – 5:30 pm	\$295	\$295	\$295	\$295	14 CE	Trish Pachak
30	Google™ App Training	12:00 pm – 3:00 pm	Free	\$10	\$10	NA	\$20	Randy Jones
31	San Diego's Economic Outlook with Dan McAllister	10:00 am – 12:00 pm	\$12.75	\$15	\$15	\$20	NA	Moderator: Robert Weichelt
SEP	CLASS TITLE	TIME	R-Plus	RMS	SDAR	Others	Credits	PRESENTER
11	Free MLS Tempo Training	9:15 am – 4:30 pm	Free	Free	Free	Free	NA	Sandicor Trainer
12, 14, 17, 19, and 21	Fall Extravaganza (Earn 45 DRE Credits in 5 Days or Take Classes Individually)	8:00 am – 6:00 pm	\$183.60	\$216	\$216	\$297	45	Various Instructors
13	Contract Essentials featuring the RPA	8:00 am – 5:00 pm	\$58.65	\$69	\$89	\$105	8 CP	Ed Estes, Esq.
13	Understanding the Residential Purchase Agreement	1:00 pm – 5:00 pm	\$41.65	\$49	\$49	\$69	3 CP	Ed Estes, Esq.
13	Agent Boot Camp: Jump Start Your Career	9:00 am – 3:30pm	Free	Free	\$15	\$50	NA	Patrick Alexander
13	zipForm® 6 Hands-On Lab	9:00 am – 12:00 pm	\$29.75	\$35	\$35	\$42	NA	Kimber Backlund
14	Today's Technology Toys (a Q&A class)	9:00 am – 10:30 am	\$12.75	\$15	\$15	\$29	NA	Terkel Sorenson
18	Point2 Syndication Seminar	9:00 am – 10:30 am	Free	Free	Free	Free	NA	Saul Klein
18	Free MLS Fusion Training	9:15 am – 4:30 pm	Free	Free	Free	Free	NA	Sandicor Trainer
19	Google™ App Training	9:00 am – 12:00 pm	Free	\$10	\$10	\$20	NA	Randy Jones
20	Tempo Fusion Tips & Updates	9:30 am – 11:30 am	Free	Free	Free	Free	NA	Sandicor Trainer
20 & 21	Distressed Properties Professional (DPP designation)	SEPT. 20: 9:00 am–4:00 pm SEPT. 21: 9:00 am–12:00 pm	\$254.15	\$299	\$299	\$325	12 CP	Chris Wigley

For easy registration and more information, visit www.sdar.com or call (858) 715-8040

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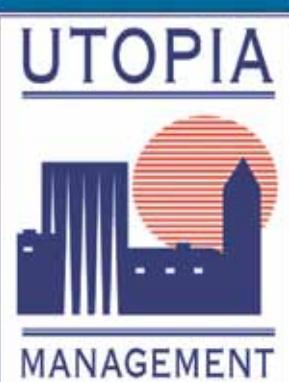
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SEPTEMBER 2012 CALENDAR OF EVENTS



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	COMMITTEE MEETINGS
						1	
2 SDAR Service Centers Closed Labor Day	3 REIE Exchangers 8:30 am–11:00 am (Kearny Mesa) Tech Tuesday 9:30 am–11:30 am (Del Mar)	4 East & South County Pitch/Caravan 9:00 am–12:00 pm	5	6	7 Member Appreciation Day and Annual Meeting 10:00 am–12:00 pm Regional Real Estate Summit 12:00 pm–2:00 pm Town and Country Resort 500 Hotel Circle N., Mission Valley	8 One-Day Prep Course 8:30 am–5:00 pm (Kearny Mesa)	
9 New Member Orientation 8:30 am–3:30 pm (Kearny Mesa)	10 Real Estate Exchangers 8:30 am–11:00 am (Kearny Mesa) Free MLS Tempo Training 9:15 am–4:30 pm (Kearny Mesa)	11 Fall Extravaganza (Day 1) 8:00 am–6:00 pm (Kearny Mesa) East & South County Pitch/Caravan 9:00 am–12:00 pm	12 Contract Essentials 8:00 pm–5:00 pm (Kearny Mesa) Agent Boot Camp 9:00 am–3:30 pm (Kearny Mesa) zipForm® 6 Online Lab 9:00 am–12:00 pm (Del Mar)	13 Fall Extravaganza (Day 2) 8:00 pm–6:00 pm (Kearny Mesa) Today's Technology Toys (Q&A) 9:00 am–10:30 am (Del Mar) Broker Circle 9:00 am–10:30 am (Coronado)	14	15	
16 Fall Extravaganza (Day 3) 8:00 pm–6:00 pm (Kearny Mesa) NAR Ethics Training 8:00 am–12:00 pm (Kearny Mesa) (part of Fall Extravaganza)	17 Real Estate Exchangers 8:30 am–11:00 am (Kearny Mesa) Point2 Syndication Seminar 9:00 am–10:30 am (South County) Free MLS Fusion Training 9:15 am–4:30 pm (Kearny Mesa)	18 Fall Extravaganza (Day 4) 8:00 pm–6:00 pm (Kearny Mesa) Google App Training 9:00 am–12:00 pm (South County) East & South County Pitch/Caravan 9:00 am–12:00 pm	19 Distressed Properties Prof. (Day 1) 9:00 am–5:00 pm (Kearny Mesa) Tempo/Fusion Tips & Updates 9:30 am–11:30 am (South County) Global Real Estate Mixer 5:00 pm–7:00 pm (Jasmine Restaurant, Kearny Mesa)	20 Fall Extravaganza (Day 5) 8:00 pm–6:00 pm (Kearny Mesa) Distressed Properties Prof. (Day 2) 9:00 am–2:00 pm (Kearny Mesa)	21	22	
23 Short Sale Professional Agent 8:00 am–5:00 pm (Kearny Mesa) Google App Training 9:00 am–12:00 pm (Del Mar)	24 Real Estate Exchangers 8:30 am–11:00 am (Kearny Mesa) Technology Today 8:30 am–5:00 pm (Kearny Mesa)	25 Mortgage Loan Origination 8:30 am–4:30 pm (Del Mar) East & South County Pitch/Caravan 9:00 am–12:00 pm	26 Escrow Coordination Secrets 9:00 am–1:00 pm (Kearny Mesa) REALTORS® Property Resource 9:00 am–11:00 am (Del Mar) zipForm® 6 Online Lab 9:00 am–12:00 pm (Kearny Mesa)	27	28	29	
30							

All classes/events subject to change or cancellation.



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